

SALES REPORT

Agency: SHORR JOHNSON & MAGNUS - NCC	Primary Demo: Adults 35+	AE Name: NCC WASHINGTON DC
Client: BENNET FOR COLORADO - NCC	Flight Dates: 10/4/2016-10/10/2016	Bill To:
Product:	Market: Denver	
Estimate #:	Syscodes #: 9807	
TIM Ord #: 1199328	Networks: CNN,FXNC,MNBC,AMC,BRVO,HGTV,TLC,TNT...	Phone:
Ext. Ord #: 62344461		CPE:

Line Num	Dpt	Code	Rate \$	Unit Len	Mon 10/03	Mon 10/10	Total Units	RTG	Adults 35+ CPP	IMP	CPM
Denver, Aug16 DMA Nielsen Live+3											
DENVER DTV - I+,9807											
CNN											
3	Tu-Su 5a-9a CNN EM	EM	\$15.00	30	4	0	4	»0.42	\$35.71	»1,490	\$10.07
7	Tu-F 4p-7p CNN EF	EF	\$15.00	30	2	0	2	»0.84	\$17.86	»2,948	\$5.09
11	Tu-Su 7p-12m CNN PT	PT	\$50.00	30	4	0	4	»0.56	\$89.29	»1,973	\$25.34
2	M 5a-9a CNN EM	EM	\$15.00	30	0	1	1	»0.32	\$46.88	»1,112	\$13.49
6	M 4p-7p CNN EF	EF	\$15.00	30	0	1	1	»0.71	\$21.13	»2,487	\$6.03
10	M 7p-12m CNN PT	PT	\$50.00	30	0	1	1	»0.66	\$75.76	»2,326	\$21.50
FXNC											
15	Tu-Su 5a-9a FXNC EM	EM	\$15.00	30	4	0	4	»1.51	\$9.93	»5,277	\$2.84
19	Tu-F 4p-7p FXNC EF	EF	\$25.00	30	2	0	2	»2.36	\$10.59	»8,258	\$3.03
23	Tu-Su 7p-12m FXNC PT	PT	\$50.00	30	4	0	4	»1.17	\$42.74	»4,097	\$12.20
14	M 5a-9a FXNC EM	EM	\$15.00	30	0	1	1	»1.47	\$10.20	»5,154	\$2.91
18	M 4p-7p FXNC EF	EF	\$25.00	30	0	1	1	»2.39	\$10.46	»8,367	\$2.99
22	M 7p-12m FXNC PT	PT	\$50.00	30	0	1	1	»1.41	\$35.46	»4,942	\$10.12
MNBC											
27	Tu-Su 5a-9a MNBC EM	EM	\$10.00	30	4	0	4	»0.39	\$25.64	»1,380	\$7.25
31	Tu-F 4p-7p MNBC EF	EF	\$30.00	30	2	0	2	»0.94	\$31.91	»3,296	\$9.10
35	Tu-Su 7p-12m MNBC PT	PT	\$20.00	30	4	0	4	»0.66	\$30.30	»2,329	\$8.59
26	M 5a-9a MNBC EM	EM	\$10.00	30	0	1	1	»0.37	\$27.03	»1,302	\$7.68
30	M 4p-7p	EF	\$30.00	30	0	1	1	»0.90	\$33.33	»3,167	\$9.47

SALES REPORT

34	MNBC EF M 7p-12m MNBC PT	PT	\$20.00	30	0	1	1	»0.88	\$22.73	»3,069	\$6.52
39	AMC Tu-Su 7p-12m AMC PT	PT	\$120.00	30	9	0	9	»0.39	\$307.69	»1,362	\$88.11
38	M 7p-12m AMC PT	PT	\$120.00	30	0	1	1	»0.53	\$226.42	»1,857	\$64.62
43	BRVO Tu-Su 7p-12m BRVO PT	PT	\$60.00	30	9	0	9	»0.14	\$428.57	»493	\$121.70
42	M 7p-12m BRVO PT	PT	\$60.00	30	0	1	1	»0.28	\$214.29	»971	\$61.79
47	HGTV Tu-Su 7p-12m HGTV PT	PT	\$130.00	30	9	0	9	»0.75	\$173.33	»2,618	\$49.66
46	M 7p-12m HGTV PT	PT	\$130.00	30	0	1	1	»1.09	\$119.27	»3,833	\$33.92
51	TLC Tu-Su 7p-12m TLC PT	PT	\$60.00	30	9	0	9	»0.24	\$250.00	»854	\$70.26
50	M 7p-12m TLC PT	PT	\$60.00	30	0	1	1	»0.32	\$187.50	»1,128	\$53.19
55	TNT Tu-Su 7p-12m TNT PT	PT	\$85.00	30	9	0	9	»0.52	\$163.46	»1,831	\$46.42
54	M 7p-12m TNT PT	PT	\$85.00	30	0	1	1	»1.72	\$49.42	»6,022	\$14.11
59	USA Tu-Su 7p-12m USA PT	PT	\$120.00	30	9	0	9	»0.49	\$244.90	»1,722	\$69.69
58	M 7p-12m USA PT	PT	\$120.00	30	0	1	1	»0.48	\$250.00	»1,690	\$71.01
63	FOOD Tu-Su 7p-12m FOOD PT	PT	\$190.00	30	9	0	9	»0.58	\$327.59	»2,021	\$94.01
62	M 7p-12m FOOD PT	PT	\$190.00	30	0	1	1	»0.30	\$633.33	»1,042	\$182.34
67	HALL Tu-Su 7p-12m HALL PT	PT	\$32.00	30	9	0	9	»0.40	\$80.00	»1,399	\$22.87
66	M 7p-12m HALL PT	PT	\$32.00	30	0	1	1	»0.22	\$145.45	»774	\$41.34
71	TBSC Tu-Su 7p-12m TBSC PT	PT	\$115.00	30	9	0	9	»0.46	\$250.00	»1,616	\$71.16
70	M 7p-12m TBSC PT	PT	\$115.00	30	0	1	1	»0.13	\$884.62	»463	\$248.38

SALES REPORT

AEN											
75	Tu-Su 7p-12m AEN PT	PT	\$80.00	30	9	0	9	»0.25	\$320.00	»862	\$92.81
74	M 7p-12m AEN PT	PT	\$80.00	30	0	1	1	»0.13	\$615.38	»442	\$181.00
ENT											
79	Tu-Su 7p-12m ENT PT	PT	\$70.00	30	9	0	9	»0.23	\$304.35	»820	\$85.37
78	M 7p-12m ENT PT	PT	\$70.00	30	0	1	1	»0.09	\$777.78	»301	\$232.56
LIF											
83	Tu-Su 7p-12m LIF PT	PT	\$40.00	30	9	0	9	»0.23	\$173.91	»811	\$49.32
82	M 7p-12m LIF PT	PT	\$40.00	30	0	1	1	»0.42	\$95.24	»1,477	\$27.08
DISC											
87	Tu-Su 7p-12m DISC PT	PT	\$90.00	30	9	0	9	»0.46	\$195.65	»1,596	\$56.39
86	M 7p-12m DISC PT	PT	\$90.00	30	0	1	1	»0.37	\$243.24	»1,311	\$68.65
HIST											
91	Tu-Su 7p-12m HIST PT	PT	\$145.00	30	9	0	9	»0.76	\$190.79	»2,681	\$54.08
90	M 7p-12m HIST PT	PT	\$145.00	30	0	1	1	»0.66	\$219.70	»2,318	\$62.55

SALES REPORT

Summaries	Total Cost	Mon 10/03	Mon 10/10	Total Units	GRP	Adults 35+ CPP	GIMP	CPM
Summary Stats								
Totals	\$14,380.00	156	23	179	96.07	\$149.68	»336,917	\$42.68
Total GRP		80.22	15.85					
Summary by Market								
Denver	\$14,380.00	156	23	179	96.07	\$149.68	»336,917	\$42.68
Summary by Zone								
DENVER DTV - I+,9807	\$14,380.00	156	23	179	96.07	\$149.68	»336,917	\$42.68

SALES REPORT

DISCLAIMERS

Disclaimer

Disclaimer

Inventory subject to availability. Rates apply to this presentation only and are effective for two weeks from the date of this proposal.

Two-week cancellation policy.

Network ratings data for OVN will be inaccurate prior to the January 2011 book.

Network ratings data for NBCS will be inaccurate prior to the January 2012 book.

By signing this contract, I agree to the full terms and conditions already on file.

Disclosure

The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Authorized Acceptance: _____ Date: _____

Comcast Acceptance: _____ Date: _____

TERMS AND CONDITIONS

SALES REPORT

SIGNATURES

ACCEPTED BY AGENCY / ADVERTISER: _____

DATE: _____

FINANCE: _____

MANAGER: _____

INVENTORY MANAGER: _____